

Leading Sustainable Innovation From the Inside

A One-Day Workshop

Monday April 11th, 8:30am – 5pm, Fairmont Hotel, Chicago, IL

Leaders in business and government have made great progress in moving their organizations towards sustainability: reducing pollution, saving energy, and greening their purchasing. This workshop provides internal 'change agents' with new tools, skills, and peer learning opportunities to go beyond managing compliance and to begin answering:

- How do I overcome organizational barriers to change?
- How can I identify the next innovative idea to make real progress?
- How do I convince my boss and colleagues to adopt innovative environmental practices?

"With Strategic Questioning I've witnessed many times the 'Aha' moment where people working on a problem suddenly become energized by working together creatively to uncover the solution."

*Susan Flash, Environmental Manager,
National Energy & Gas Transmission*

You'll learn:

How to use The Natural Step framework, a set of sustainability principles, to facilitate internal teams in finding innovative actions such as product redesign, energy efficiency, and green purchasing

How to build buy-in for change by tapping peoples' desire to be creative...shifting the conversation from 'you should' to 'how could we?'

How to ask Strategic Questions that challenge assumptions, stimulate creative thinking, and help negotiate around common barriers to change

Experience the unique Search for Insight™ process, where you'll see the power of focusing hundreds of years of business experience on a real-world challenge

Gain new connections to and ideas from your peers who lead environmental innovations

Workshop Facilitator

Beth Tener, Executive Director of Sustainable Step New England, has trained hundreds of people in systems thinking and sustainability to find innovative solutions and gain skills to get them implemented. In over 15 years of environmental management consulting experience, formerly with Arthur D. Little, she has worked with over 80 companies.

Registration Fee

- ❑ \$295 Corporate rate
- ❑ \$125 Government/non-profit rate

To Register: See www.environmentalsummit.org or call Tara Karleen at 215-428-9655



Sustainable Step New England is a non-profit organization whose mission is to significantly expand understanding of sustainability, and to provide individuals and organizations with tools and resources to take action. Learn more at www.ssne.org